

## Message Text

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ACTION COME-00

INFO OCT-01 AF-08 ISO-00 EB-08 AGRE-00 PA-02 /019 W

-----080803Z 056175 /14

P 071240Z MAR 77

FM AMCONSUL JOHANNESBURG

TO SECSTATE WASHDC PRIORITY 5716

UNCLAS SECTION 1 OF 2 JOHANNESBURG 0526

DEPARTMENT PLEASE PASS TO GOVERNOR BENNETT

CAPE TOWN ALSO FOR EMBASSY (BY POUCH)

E.O. 11652: N/A

TAGS: BEXP, ETRD, EAGR, SF

SUBJECT: COMMERCIAL PROGRAM: WICHITA WORLD TRADE CLUB VISIT

REF: 1) STATE 042697, 2) USDOC 01133, 3) PRETORIA 0483,  
4) STATE 026078, 5) JOHANNESBURG 0424, 6) JOHANNESBURG 0406  
7) COMMERCIAL RESOURCSS ALLOCATION GUIDE (CRAG) FOR SOUTH  
AFRICA.

SUMMARY: SEVEN DAY VISIT OF WICHITA WORLD TRADE CLUB PRIVATE  
AGRI-BUSINESS AND CONSIDER KANSAS VISIT TO THE REPUBLIC OF SOUTH  
AFRICA WENT OFF WELL AND WITH NO SIGNIFICANT HITCHES DESPITE  
CONSTRAINTS IN CRAG. GROUP LEADER AND NINE AGRI-BUSINESSMEN  
PLUS VICE PRESIDENT OF WICHITA'S 4TH NATIONAL BANK WERE WELL  
RECEIVED BY BUSINESSMEN AND BANKERS. FROM AGRI-BUSINESS SIDE,  
NINE BUSINESSMEN SAW MOST OF KEY END-USERS, COOPERATIVES,  
AGENTS: DISTRIBUTORS AND LICENSEES (AND RENEWED CONTACTS/OPER-  
ATIONS/RELATIONS WITH THEIR DISTRIBUTORS/AGENTS ALREADY ESTABLISHED).  
SALES WITHIN NEXT TWELVE MONTHS EXPECTED TO EXCEED  
\$261,000 WITH POTENTIAL NEXT TWO YEARS EXPECTED TO APPROXIMATE  
\$ ONE MILLION. EACH OF THE SIX AGRI-BUSINESS FIRMS PARTICIPATING  
SEEKING AGENCY/DISTRIBUTORSHIP RELATIONS EITHER SIGNED OR WILL  
BE SIGNING AGREEMENTS SHORTLY FROM BROAD RANGE OF QUALIFIED  
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PROSPECTS. FROM CONSIDER KANSAS SIDE, GROUP LEADER AND  
BANKER EXPRESSED SATISFACTION AT EIGHT GOOD PROSPECTS FROM  
AMONG SOME FIFTY FIRMS WITH WHOM THE MET BOTH IN GROUP AND  
INDIVIDUAL MEETINGS. END SUMMARY.

1. BUSINESS AND BANKING RESPONSE TO AGRI-BUSINESS GROUP VISIT  
WAS REASONABLY ENTHUSIASTIC. BUSINESS MEMBERS ARRIVED OVER

WEEKEND AND HAD SCHEDULED MEETINGS ON AN INDIVIDUAL BASIS THROUGHOUT MOST OF FIVE WORKING DAYS. GIVEN THE FACT THAT THE MAJOR AGRICULTURAL/BUSINESS/COMMERCIAL CENTERS OF SOUTH AFRICA ARE WIDELY DISPERSED, IT WAS PERFORCE NECESSARY FOR SOME OF THE ESTABLISHED REPRESENTATIVES OF THE FIRMS TO TRAVEL TO JOHANNESBURG OR FOR BUSINESS MEMBERS TO TRAVEL TO OTHER CENTERS AT THE TERMINATION OF THE MEETINGS IN JOHANNESBURG. NEVERTHELESS, AS THE WEEK PROGRESSED, THE SCHEDULES OF THE BUSINESSMEN MEMBERS FILLED IN THE POINT WHERE ALL MEMBERS STATED THAT THEIR OBJECTIVES WERE ACHIEVED. THAT IS, THOSE SEEKING REPRESENTATIVES OR DISTRIBUTORS ASSURED THE POST THAT THEY NOW NEED TO CONSIDER WHO TO APPOINT FROM AMONG A NUMBER OF QUALIFIED CANDIDATES. THOSE SEEKING TO RE-ESTABLISH RELATIONS WITH THEIR REPRESENTATIVES ALREADY IN SOUTH AFRICA, INFORMED THE POST THAT THEY HAD GOOD DISCUSSIONS ON MARKET DEVELOPMENTS, PRODUCT APPLICATIONS, AND RELATED MATTERS.

2. GARY CULLOR OF CULLOR ENTERPRISES STATED THAT HE HAD EXCELLENT RESULTS SINCE HE IS NOW PREPARED TO CONSIDER A DISTRIBUTOR FROM AMONG FIVE GOOD PROSPECTS; HENRY DE CHANGY STATED THAT HE WAS VERY PLEASED WITH VISIT SINCE HE HAD A BETTER ASSESSMENT OF THE CURRENT MARKET TRENDS AND DEVELOPMENTS (HE HAD NOT BEEN IN SOUTH AFRICA SINCE THE POLITICAL DEVELOPMENTS OF MID-1976) AND WAS NOW BETTER ABLE TO ASSESS THE POTENTIAL FOR LICENSING PROPOSALS; R K TEICHGRAEBER STATED THAT HE WAS WELL SATISFIED WITH THE DIRECT SALES LEADS AND PROSPECTS FOR ESTABLISHING FIRM SALES AND SERVICE DISTRIBUTORSHIPS; WILLIAM DEWEIS AND ROBERT WITT STATED THAT THEY HAD MADE GOOD SALES PROSPECTS AND WERE CONSIDERING

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DISTRIBUTORSHIPS FROM AMONG A GOOD NUMBER OF PROSPECTS; ELBERT J. GUYER SAID THAT HE HAD MADE GOOD CONTACTS FOR SALES AND FOR THE ESTABLISHMENT OF SALES REPRESENTATION; FRANK J TERSHAN SAID THAT HE HAD MADE EXCELLENT CONTACTS FOR SALES REPRESENTATION FROM AMONG A GOOD RANGE OF PROSPECTS; ORLAND A CROOKS SAID THAT HE HAD ASSESSED THE MARKET AND HAD DETERMINED THE WAY TO GO IN TERMS OF INTRODUCING SPEED KING EQUIPMENT; AND ROD GOODWIN SAID THAT HE HAD EXCELLENT SALES PROSPECTS AS WELL AS A GOOD SERIES OF DISCUSSIONS ON LICENSING ARRANGEMENTS AND DISTRIBUTORSHIPS.

3. THE AGRI-BUSINESS SCHEDULE INCLUDED THE FOLLOWING EVENTS:

- A) A POLITICAL-ECONOMIC BRIEFING AT THE CONSULATE GENERAL
- B) A MARKET FORECAST AND ECONOMIC BRIEFING BY THE PRINCIPAL ECONOMIST OF THE STANDARD BANK AT THE BANK'S HEAD OFFICE
- C) A VISIT TO THE JOHANNESBURG STOCK EXCHANGE
- D) A DINNER HOSTED BY THE GROUPS APPOINTED ADVANCEPERSON

WHICH WAS ATTENDED BY A BROAD RANGE OF BUSINESS CONTACTS  
E) A RECEPTION HOSTED BY THE GROUP  
F) A SERIES OF FIELD TRIPS TO PRETORIA AND ENVIRONS AND  
IN THE ENVIRONS OF JOHANNESBURG TO VISIT DISTRIBUTORS;  
AGRICULTURAL COOPERATIVES; FARMS AND BUSINESS AND INDUSTRIAL  
OPERATIONS  
G) INDIVIDUAL MEETINGS BY APPOINTMENT WITH PRIVATE BUSINESS-  
MEN AT THE GROUPS BIO AT THE CARLTON HOTEL.  
H) A SERIES OF LUNCHEONS AT THE CARLTON HOTEL ON  
THE CONSIDER KANSAS PROGRAM

I) ATTENDANCE AT THE MONTHLY LUNCHEON OF THE AMERICAN  
MEN'S LUNCHEON CLUB WHERE THE GROUP WERE GUESTS OF  
HONOR

4. GIVEN THE PROBLEMS ATTENDANT TO THIS GROUP VISIT, THE  
QUALITY AND THE NUMBER OF APPOINTMENTS FOR THE BUSINESSMEN  
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MEMBERS WAS CONSIDERED REASONABLY GOOD. THE ADVANCE PERSON  
APOINTEED BY THE GROUP PROVED TO BE EXCEPTIONAL AND TO A  
MAN THE GROUP HEAPED PRAISE ON THE PROGRAM/PLANS AND ASSISTANCE  
PROVIDED BY THIS ABLE BUSINESSWOMAN. THE POST CONTINUED  
TO SUPPORT THE GROUP THROUGHOUT THEIR STAY WITH SUCH AIDS AS  
CONTINUING AND FOLLOW-UP TELEPHONE CALLS TO BUSINESS PROSPECTS  
WHO HAD NOT RESPONDED TO THE TRADE LETTERS AND BROCHURES; WITH  
THE PROVISIONS OF WTDRS AND BANK REPORTS AND WITH LEADS TO  
KEY BANKS AND OTHER MULTIPLIERS.

5. MARKET INFORMATON: GIVEN THE DISTANCE OF SOUTH ARICA  
FROM US PORTS, AND THE EXTREMELY HIGH FREIGHT RATES, THE  
OVERWHELMING IMPRESSION OF THE BUSINESSMEN MEMBERS IS THAT THE  
MAJORITY OF THEIR PRODUCT LINES ARE EVENTUALLY GOING TO HAVE TO  
ENTER THIS MARKET THROUGH THE LICENSING ROUTE (IN THIS CONNECT-  
ION, THE MEMBERS WERE BRIEFED BOTH AT THE STANDARD BANK AND BY  
THE POST ON THE ATTITUDE OF THE SAG AND THE RESERVE BANK WITH  
RESPECT TO ROYALTIES AND LICENSING ARRANGEMENTS WHICH WERE  
SUMMARIZED IN OUR A-60 DATED AUGUST 4, 1976). NOTWITHSTANDING  
THE ATTENDANT PROBLEMS OF DIFFERENT MOISTURE DISTRIBUTION  
THROUGHOUT THE COUNTRY AND THE CYCLICAL CLIMATIC PROBLEMS, THE  
AGRICULTURAL SECTOR OF SOUTH AFRICA IS HIGHLY DEVELOPED AND

NOTE BY OCT: NOT PASSE GOVERNOR BENNETT.

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THE MISSION MEMBERS STATED THAT THEY WERE WELL ADVISED TO INCLUDE THE COUNTRY ON THEIR AGRI-BUSINESS VISIT TO AFRICA. THE EQUIPMENT LINES OF THE MISSION MEMBERS WERE ALMOST WITHOUT EXCEPTION FOUND TO HAVE WIDE APPLICATION IN MANY AREAS OF THE AGRICULTURAL SECTOR. MECHANIZATION NOW AND IN THE FUTURE WILL PLAY INTO THE HANDS OF THE US FIRMS FOR FUTURE SALES EITHER DIRECTLY OR THROUGH THE LICENSING ROUTE. THE AGRICULTURAL SECTOR WILL REMAIN THE SECOND MOST IMPORTANT (AFTER MINING) IN SOUTH AFRICA FOR YEARS TO COME AND LONG-TERM PROSPECTS ARE GOOD FOR THE COUNTRY TO CONTINUE TO BE ONE OF THE FEW NET FOOD EXPORTERS ON THE CONTINENT.

6. CONSIDER KANSAS PROGRAM. THE GUIDANCE PROVIDED BY THE DEPARTMENT IN ITS REFERENCE FOUR SET THE TONE FOR THIS PROGRAM BOTH BY THE POST AND BY THE GROUP'S DIRECTOR AND BANKER. THE LETTERS FROM GOVERNOR BENNETT WHICH HAD BEEN SENT OUT TO KEY PROSPECTS FROM THE GOVERNOR'S OFFICE IN KANSAS WERE CHanneled BACK THROUGH THE POST TO THE ADVANCE PERSON WHO ARRANGED FOR THE LUNCHEONS IN ADVANCE OF THE GROUP'S ARRIVAL. THE PROGRAM WAS ALSO MONITORED BY THE ADVANCE PERSON FOR THE DURATION OF THE VISIT. THE POSTS CONVERSATIONS WITH THE GROUP LEADER AND BANKER LEAVES US WITH THE IMPRESSION THAT THEY WERE UNDER NO ILLUSIONS AS TO SOME OF THE FORMS THE "CONSIDER KANSAS" INTEREST HAVE TAKEN ON THE PART OF THE BUSINESSMEN WITH WHOM THEY MET. THEY ARE AWARE THAT THEY SHALL HAVE TO WINNOW OUT THE SERIOUS FIRMS FROM THOSE WHO BELIEVE THAT SUCH AN INTEREST MAY LEAD TO AN "ANCHOR TO WONARD" IN LIGHT OF THE TROUBLED POLITICAL  
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SITUATION IN SOUTH AFRICA NOW AND IN THE FORESEEABLE FUTURE. NEVERTHELESS, GIVEN THE STRONG EMPHASIS THE SOUTH AFRICAN GOVERNMENT HAS NOW PLACED ON AN EXPORT LED RECOVERY, THERE ARE SERIOUS AND LEGITIMATE FIRMS WITH EXCELLENT MARKET PROSPECTS IN THE UNITED STATES FOR MANUFACTURERS AND THESE FIRMS ARE LOOKING AT THE US (AND KANSAS) INCREASINGLY AS A PLACE TO ASSEMBLE OR

TO MANUFACTURE COMPONENTS FOR THEIR EQUIPMENT AND PRODUCTS. MOREOVER, THE RESERVE BANK WILL LOOK VERY FAVORABLY ON CAPITAL TRANSFERS ATTENDANT TO SUCH UNDERTAKINGS. AS A RESULT, THE GROUP LEADER AND BANKER INFORMED THE POST THAT THEY HAVE APPROXIMATELY EIGHT GOOD LEADS: PROSPECTS FROM AMONG THE MORE THAN FIFTY FIRMS WITH WHOM THEY MET AND THAT THEY CONSIDER THIS PORTION OF THE VISIT TO HAVE BEEN WELL WORTHWHILE AND PARTICULARLY WHEN CONSIDERED AGAINST THE RELATIVE RESULTS IN A DOMESTIC PROGRAM WHERE, OFTEN TIMES, THE RESULTS ARE NOT NEARLY SO POSITIVE ON THE BASIS OF A MUCH WIDER CANVAS OF PROSPECTS FROM AMONG FIRMS IN THE UNITED STATES.

7. COAL GASIFICATION. THE RRO MET WITH WICHITA WORLD TRADE CLUB GROUP DIRECTOR (WWTCGD) RELATIVE TO THE CITY OF WICHITA'S INTEREST IN COAL GASIFICATION AND SASOL TECHNOLOGY (REFTEL 1). AT THE OUTSET, WWTCGD INDICATED THAT, BECAUSE OF HIS GROUP'S EXTREMELY TIGHT SCHEDULE, HE WOULD PREFER TO FOREGOE VISIT TO SASOLBURG (50 MILES SOUTH OF JOHANNESBURG) AND VISIT IN JOHANNESBURG WITH SASOL REPS (IF INDEED POSSIBLE ON SHORT NOTICE PROVIDED). THE RRO ATTEMPTED INSTEAD TO ASSIST TO THE DEGREE POSSIBLE WITHIN FRAMEWORK OF QUESTIONS POSED IN PARAGRAPH 3 OF REFTEL.

RRO STATED HE NOT QUALIFIED TO DISCUSS INCIDENCE OF LUNG CANCER, EMPHYSEMA AND SKIN INFECTIONS (ITEM C), OR INCIDENCE OF THESE DISEASES IN CATTLE (ITEM D). WE WERE ABLE TO CONVEY GENERAL IMPRESSIONS OF POLLUTION FROM SASOL (ITEM A) FROM OBSERVATIONS (AIR AND WATER POLLUTION IS MINIMAL), THE EFFECT OF SASOL ON RAINFALL IN AREA (ITEM E) REPORTEDLY CONSIDERED TO BE INSIGNIFICANT). AND ON APPEARANCE, ODOR AND REFUSE OF SASOL OPERATIONS (ITEM F). AS TO LATTER, COAL TAILINGS DUMP IS MASSIVE AND, THOUGH A COMMON AND ACCEPTABLE SIGHT IN SOUTH AFRICA, WOULD BE UNCLASSIFIED

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CONSIDERED AN ECOLOGICAL EYESORE IN US. ODORS IN THE IMMEDIATE PLANT AREAS ARE MIXTURE OF FAMILIAR THERMAL FIRED COAL AND PETROLEUM REFINERY IN TYPE, BUT ONLY OCCASIONALLY DETECTABLE IN NEARBY CITY OF SASOLBURG AND SURROUNDING FARM AREAS. STACK EMISSIONS ARE PREDOMINANTLY STEAM ONLY AND PLANT WATER IS RECYCLED. RRO DOES NOT HAVE STATISTICS ON EMISSIONS OF HYDROCARBONS, PARTICULATES AND SULFUR (ITEM B), SINCE INFORMATION OF THIS NATURE IS NOT NORMALLY MADE AVAILABLE TO THE PUBLIC BY SASOL OR OTHER SAG AGENCIES. RRO SUGGESTED THAT SUBSEQUENT COMMUNICATIONS WICHITA PLANNERS MAY HAVE WITH SASOL INCLUDE REQUESTS FOR SUCH DATA.

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ACTION COME-00

INFO OCT-01 AF-08 ISO-00 EB-08 AGRE-00 PA-02 /019 W  
-----080803Z 068431 /11

P 071240Z MAR 77  
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WWTCGD COULD NOT SHED LIGHT ON STATUS OF PANHANDLE EASTERN'S DISCUSSIONS WITH SASOL, OR THE DEGREE, THUS FAR, TO WHICH PANHANDLE EASTERN HAS EVALUATED COAL GASIFICATION TECHNOLOGY (IN THE US OR AT SASOL). RRO WAS THEREFORE UNABLE TO PURSUE TECHNOLOGICAL ASPECTS IN DEPTHS; E.G. INQUIRIES ON SIZE OF PLANT ENVISAGED FOR WICHITA, TYPE OF DESIGN DESIRED (US OR OTHER), DOWNSTREAM PRODUCTS PLANNED (IF ANY), OR OUTLOOK FOR BENCH SCALE AND PRODUCTION PLANT SAMPLE TEST RUNS AT SASOL. WWTCGD WILL REPORT BACK TO CITY OF WICHITA AND PANHANDLE EASTERN GAS (WITH SASOL BROCHURES, STATISTICS AND SPECIFICATIONS WE WERE ABLE TO PASS ON) AND ADVISE OF FURTHER DEVELOPMENTS.

8. COMMENT: SOUTH AFRICA IS AN EXCELLENT MARKET FOR US PRODUCTS AND PARTICULARLY FOR US AGRI-BUSINESS EQUIPMENT AND SYSTEMS. EQUIPMENT MANUFACTURED IN US PLANTS IN THE RANGE INCLUDED IN THIS GROUP' PORTFOLIO FACES VERY REAL FREIGHT RATE PROBLEMS. THUS, THE PROSPECTS FOR EARNINGS FROM MARKET PENETRATION BY US FIRMS IN THIS SECTOR IN THE LONG RUN MAY WELL HAVE TO BE HEAVILY CONCENTRATED IN THE EARNINGS FROM ROYALTIES BASED ON LICENSING AGREEMENTS WHICH IS NOT THE MOST INTERESTING PROSPECT FOR MOST US MANUFACTURERS. MOREOVER, THERE IS STIFF COMPETITION FROM US, SOUTH AFRICAN AND THIRD COUNTRY SUPPLIERS ALREADY IN MARKET. IT MUST BE ACKNOWLEDGED THOUGH THAT THE SOUTH AFRICAN GOVT'S "LOCAL CONTENT" DRIVE IS GOING TO CONTINUE TO BE A LEVER THAT, TOGETHER WITH THE FREIGHT RATE PROBLEMS, WILL INDUCE OVERSEAS FIRMS TO SEEK TO LICENSE SOUTH AFRICAN FIRMS TO PRODUCE INSIDE THE MARKET. THERE IS A FINE LINE BETWEEN TRADE PROMOTION AND TRADE FACILITATION. THE GROUP MEMBERS WERE REASONABLY WELL AWARE OF THIS PRIOR TO THEIR

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ARRIVAL AND TUNED IN ON IT MORE CLEARLY DURING THEIR VISIT. NEVERTHELESS, DESPITE THE RESTRAINTS OF THE CRAG, THE POST CONCURS WITH THE BUSINESSMEN MEMBERS AND THE GROUP LEADERS THAT THE VISIT WAS

WORTHWHILE AND REASONABLY SUCCESSFUL. THERE IS NO DOUBT THAT THE MULTIPLIER EFFECT OF THIS VISIT WILL LONG BE FELT BY THE BUSINESSMEN MEMBERS IN TERMS OF FUTURE BUSINESS. THERE WAS NO PRESS COVERAGE OF THIS VISIT. THERE WEE NO OFFICIAL SOUTH AFRICAN GOVERNMENT CONTACTS MADE BY THE POST OR THE AGRI-BUSINESS VISITORS OR THEIR LEADERS DURING THE VISIT. THE POST WOLD LIKE TO COMMEND THE GROUP LEADER LARRY MONTGOMERY AND THE BUSINESSMEN MEMBERS WHO, DESPITE THEESE CONSTRAINTS AND THE COSTS TO THEM AND THEIR MEMBER FIRMS, COMPORTED THEMSELVES WITH GOOD HUMOR, DIGNITY, RESTRAINT AND PROFESSIONALISM THROUGHOUT THE VISIT. JOHNSON

NOTE BY OC/T: NOT PASSED GOVERNOR BENNETT.

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** AGRIBUSINESS, TRADE PROMOTION, TRADE VISITS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 07-Mar-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977JOHANN00526  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770079-0026  
**Format:** TEL  
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**Handling Restrictions:** n/a  
**Image Path:**  
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**Line Count:** 345  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
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**Message ID:** fe5681bc-c288-dd11-92da-001cc4696bcc  
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**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 7  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 STATE 42697, 77 PRETORIA 483  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 15-Oct-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3189186  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COMMERCIAL PROGRAM: WICHITA WORLD TRADE CLUB VISIT  
**TAGS:** BEXP, ETRD, EAGR, SF, WICHITA WORLD TRADE CLUB  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/fe5681bc-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009